



THE SALES HOUSE

The home of the thematic channels in Bulgaria



What has been achieved so far



The graphic features a light green arrow pointing upwards and to the right, representing a timeline. Three circular callouts are placed along this arrow, each containing text about achievements. The first callout is light green, the second is medium green, and the third is dark green. The timeline starts at November 2017 and ends at November 2018.

We started in
November 2017
with only Discovery
as a strong
international brand
in our portfolio

November 2017

As a factor on the
market, we are
perceived as the 3rd
player and more and
more clients are
joining us

April 2018

A **year later** we
increased our
portfolio to **12**
represented TV
channels

November 2018

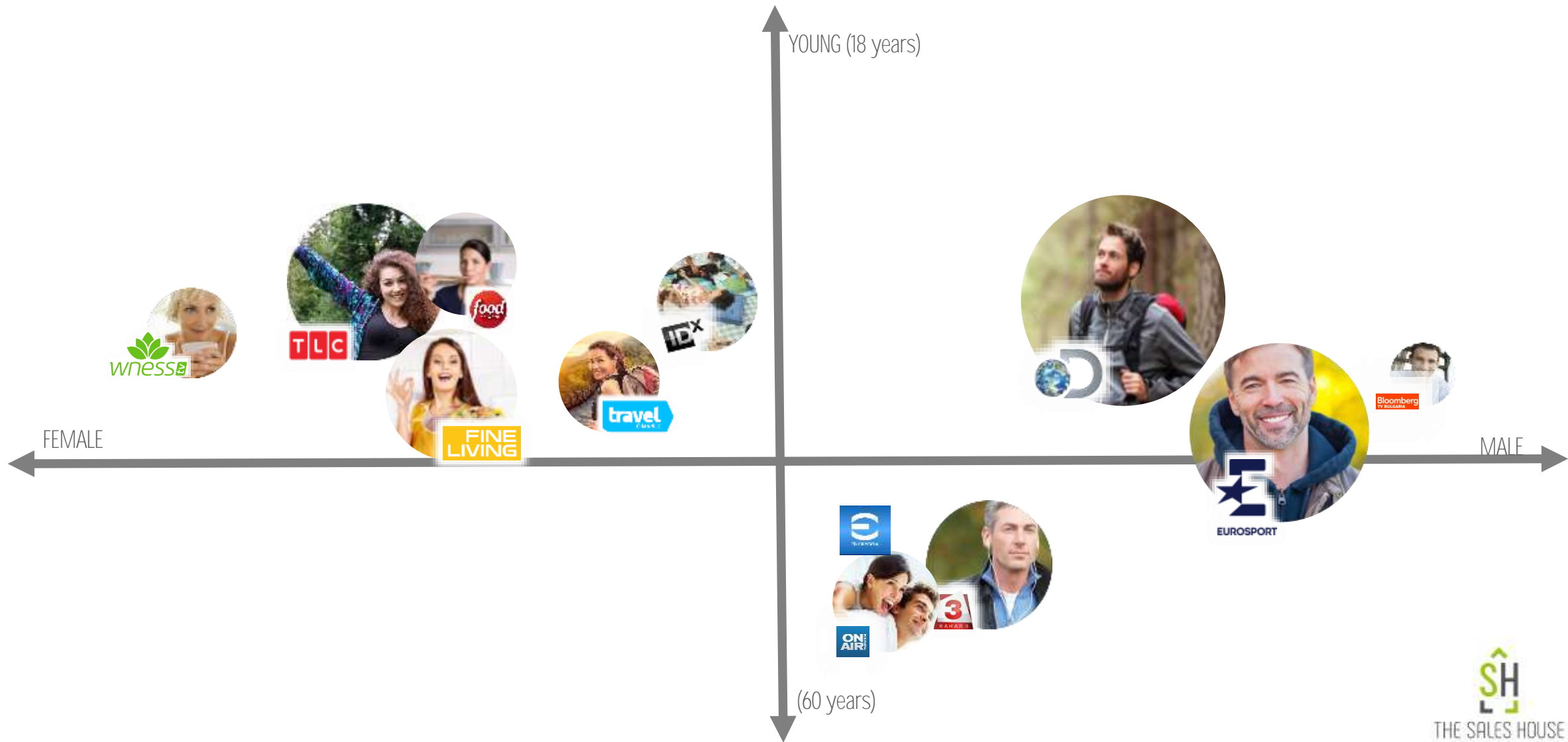


At a glance

- Well balanced portfolio
- Improving the reach in mix with Nova and/or bTV
- Precise targeting
- Tailored approach to the advertisers
- Excellent service, relevant pricing
- Focus on the brand partnerships
- Create stronger and long-lasting client/media liaison



The Audience



The Audience

5 151 000 people

The average daily reach of all TV channels in
Bulgaria

1 573 000 people

We reach more than 30% of them each day!

No data yet for ID and Eurosport. Nielsen data shows 35% with the two channels included

Source: GARB Bulgaria
Period: Jan-Oct 2018





The Audience – even more precise

Using the TSH bundle together with the , you surely win no matter of the combination with bMG and/or NBG

For the same amount of TRPs, but mixed with TSH channels:

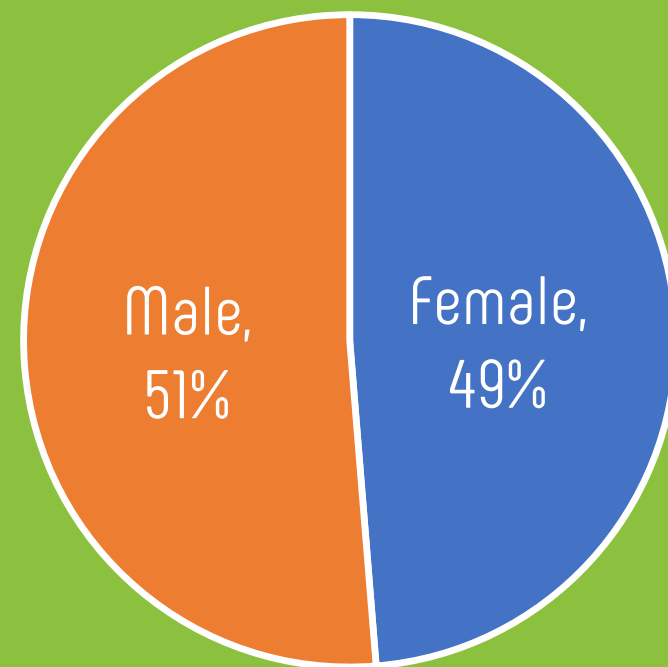
- You will get 1.8 reach points more on average – for levels from 1+ to at least 5+ compared to using only one of the big TV groups
- Going to 2.5 reach points more in the different mixes

The simulation is based on Sep-Oct 2018 GARB data for 500 TRPs, TG: A 18-49



The Audience

Our bundle gives you a very **balanced audience** and an opportunity to find the right one for your products!



Source: GARB Bulgaria
Period: Jan-Oct 2018



TV Channels & Audience





DiscoveryTM



SURVIVAL



GOLD



TURBO



SCIENCE

★EUROSPORT



★EUROSPORT



FOOTBALL



CYCLING



TENNIS



MOTORSPORTS



ATHLETICS





BRAND TRUTH

From shocking crimes and salacious scandals, to hard-hitting investigations, ID is the home of real-life mystery and suspense, incredible real stories.

CONTENT

Addictive Storytelling, Real-Life Mystery & Crime, High Stakes, Real People

tone of voice

Dramatic, Investigative & Suspenseful

AUDIENCE INSIGHT

Information and gossip junkies who love to dig deep into the details and uncover the truth, because they find fact more entertaining than fiction.

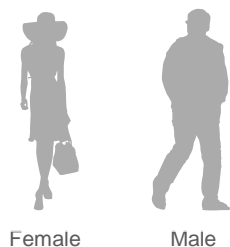
BENEFITS / IMPACT

The thrill of learning the truth behind real-life cases.
A deeper understanding of the human psyche and behavior.



Represented Channels - clear targeting

GENDER



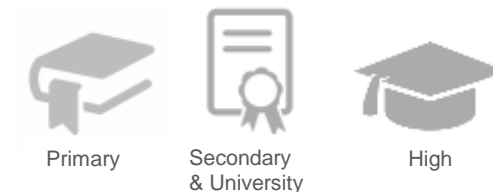
AGE



SETTLEMENT



EDUCATION



Discovery
CHANNEL



EUROSPORT



ID





No one takes you on an
emotional journey like TLC.

We are the entertainment destination for
the families you love, the characters you
root for, and the authentic, compelling
stories you can't find anywhere else.





WEDDINGS

FOOD

FAMILY &
RELATIONSHIPS

LIFE
JOURNEYS

BODY
SHOCK

DATING WITH
A TWIST



travel
CHANNEL

A vibrant photograph of four people (two men and two women) swimming in the ocean. They are all smiling and looking towards the camera. The man on the far left is making a peace sign with his hand. In the background, a large yellow and white sailboat is visible on the water. The sky is a clear, pale blue. The overall mood is joyful and adventurous.

Travel Channel presents a unique perspective on the travel experience. Programs transport viewers around the globe, from luxury getaways and culinary quests, from backpacking adventures to epic journeys.

The Travel Channel logo, featuring the word "travel" in a bold, white, sans-serif font above the word "CHANNEL" in a smaller, white, sans-serif font. The text is set against a dark blue background that forms a stylized arrow pointing to the right, with a teal-colored outline on the right side of the arrow.

travel
CHANNEL



Food Network is a unique lifestyle brand that connects viewers to the power and joy of food. We strive to be viewers' best friend in food and are committed to leading by teaching, inspiring and empowering through our talent and expertise.





FINE LIVING

Showcasing lifestyle gurus,
innovative designers, fashion
experts and chefs from around
the world

FINE
LIVING



Represented Channels - clear targeting

GENDER



Female

Male

AGE



<18

18-49

50+

SETTLEMENT



Rural

Urban

EDUCATION



Primary

Secondary
& University

High

TLC

travel
channel

food
network

FINE
LIVING











Local Channels - clear targeting

GENDER



Female

Male

AGE



<18

18-49

50+

SETTLEMENT



Rural

Urban

EDUCATION



Primary

Secondary
& University

High



A speed skater in a red and blue suit is shown in a dynamic, low-to-the-ground pose, racing along a glowing, golden, curved track that resembles a comet's tail or a celestial path. The track is set against a deep space background filled with stars and a nebula. In the upper right, the Earth is visible as a small blue and green sphere. To the right, a large, bright, yellowish planet with a hazy atmosphere dominates the foreground. The overall scene conveys a sense of speed, competition, and reaching for the stars.

BRAND PARTNERSHIP



Brand Partnership Advertising Forms

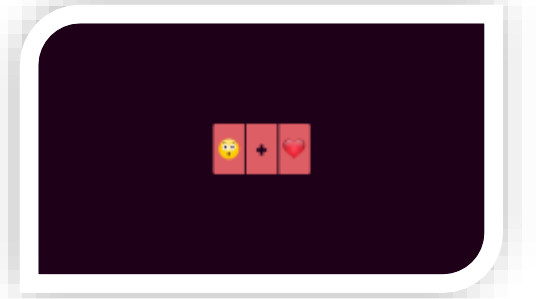
IDENT COMMERCIAL

Creative animation which integrates the TV station bump with our partner commercial spot creative animation that makes the spot easier to remember

Customized creative aired as break opener and/or closer

As break opener starts in editorial time

As break closer ends in editorial time





Brand Partnership Advertising Forms

BREAK KEEPERS

Paired Break keepers short spots (10 seconds each), aired before and after the commercial break.



BILLBOARDS / BREAK BUMPERS

Billboards or Break Bumpers of the sponsor In & Out with just a visual or creative approach





Brand Partnership Advertising Forms

COMMERCIAL VIGNETTE

Short program designed to fit our partner communication goals leveraging Discovery fingerprint.

Aired instead of a commercial break as a stand alone partner commercial content

It is a 3 minutes direct communication tool that tells the story of our partner: brand values and history, production process, enhanced product features and benefits

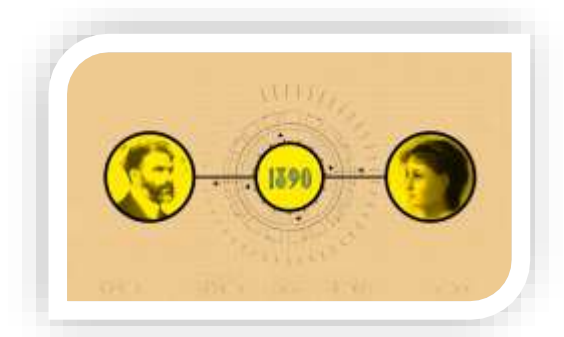


SMART IDEAS

30" creative animation designed to fit our partner communication goals using a fun and scientific approach

Focuses on the differentiating factors of the partners product/ brand

Holds the viewers attention thru fun, smart and scientific facts that relates to our partner communication goals



Brand Partnership Advertising Forms

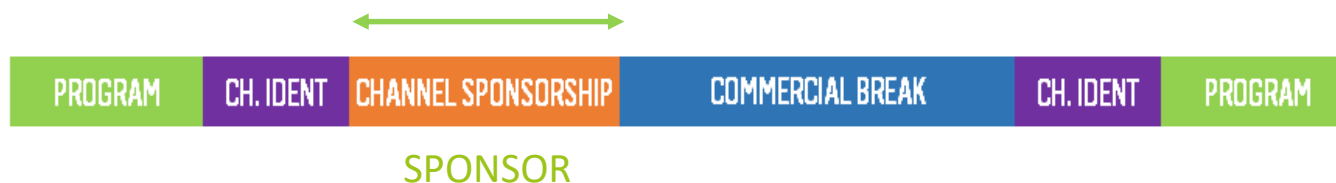
PROGRAMM SPONSORSHIP

Up to 30 seconds. Opening or closing the AD Break. (different animations)
In any case no matter the graphics – Advertisement sign should be present
Promo Announcement of the Program in integration with TVC at the end or the beginning of the promo. (Custom project)
The sponsor in association with the program



CHANNEL SPONSORSHIP

Exclusive 15" spot that communicates a premium and direct association between our partner and one of Discovery Channel brands



The strength of the thematic TV channels is in the viewers' choice to watch their favorite content.

Advertise to the leaders and not to the followers!

